

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Sunnyside Fruit Farm

New England Grown Plants

C. S. PRATT CO.

1926

ATHOL, MASS.



EARLY DAVIS



Strawberry Pratt Extends a Glad Hand to All those who favored us with their orders last year. We had one of the largest seasons in our 55 years of business history. We have the largest stock of plants this season that we ever had. Pages 6, 7 and 8 show pictures of our Strawberry Beds as they looked September 1, 1925. We don't dig our plants, have them counted and tied up in bunches and packed away in moss and kept—nobody knows how long — and then take them to fill orders.

No! We do just the opposite. When we receive an order the plants are in the ground growing. They are dug and packed right from the ground and shipped in fine condition and will give satisfaction. A plant out of the ground is like a fish out of water: it may not be dead, but it is in a dying condition.

We started in 1870 with a strawberry bed 90 ft. by 100 ft. We picked \$380 worth of berries from that bed the next season. We were as proud of that bed as a cat with her first litter of kittens. We worked up until 1880, when we had 15 acres of strawberries. June 6, when in full bloom, we had a frost, mercury standing at 28 degrees F. It destroyed most of the crop. From the 15 acres we got only 6,000 quarts. In 1920 we got \$5,000 worth of plants and berries from two acres of Howards. We know from experience the ups and downs of the strawberry business.

We started out with an ideal in business that has taken years and years of hard work to realize. The growth of our business proves that we have met with a great deal of success, yet it is human nature never to be satisfied. We started out to establish a business and put on the market a quality of plants that were absolutely depend-

An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.

able to the purchaser. We wanted to make our business such that the purchasing public of Strawberry Plants, could at least find one firm that was absolutely dependable. That we have accomplished this goes without saying. Our business today is just the same as it was several years ago. We are practically sold out each year for all of the demands made upon us, as we were several years ago, when we were only growing one-fourth of the stock we are today, which goes to prove the quality of our plants and the soundness of our business methods. We have today over 4,000 names of customers, or would-be customers.

We have always worked on the principle that there are two sides to every sale. It has never been our habit or method to simply get money out of customers, regardless of their interest. We are doing the enormous business we are today from the fact that our customers are receiving just as much as we are. Every transaction is made with this idea in view. When you buy plants from us, whether you pay eight dollars per thousand, or fifteen, we want you to feel that you have gotten your money's worth. This business has always been done on this basis, so that today, instead of building up a clientele of "knockers," we have in almost every community, a Pratt Farms "booster".

And why should people go out of their way to boost our business? Simply because of the satisfaction they get from our plants. Our stock and the products from the same are "money makers." We know of hundreds and hundreds of people who are in the Strawberry business today because they got their first start from us. Our business is one of the most successful there is on record in New England. And this success has been made, not by fancy advertising alone, but rather on the goods we have turned out. The keynote of any successful business is reliability, and to be able to furnish the right quality of plants means a great deal more than appears on the surface.

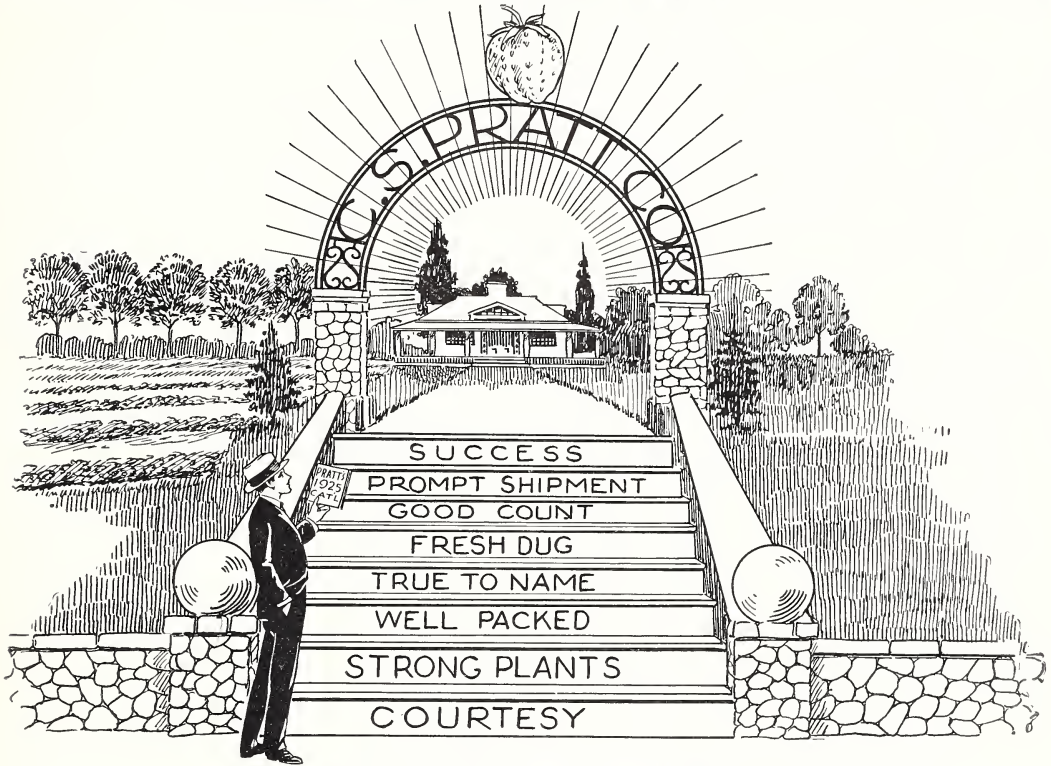
It is not sufficient to mean well towards our customers. There are hundreds of well-meaning plant men in America. We have not got a mortgage on all the honesty there is in the plant business: in fact, we believe the great majority of plant men are honest, but a plant man must go further than mere honesty, to satisfy his trade. He must know his business better than the great majority of plant men to be able to sell superior stock. Even these two virtues are insufficient; he must have the business ability necessary to finance, manage, and successfully sell his products.

There are lots of honest Plant men selling poor stock, simply because they do not know the difference between good stock and inferior goods. There is also another class of Plant men with good business ability that are simply fruit growers and not Plant growers, and their stuff proves unsatisfactory. And there is another class of good, honest, first-class Plant growers who have no ability to produce stock in large quantities, and they never attain real success.

Sunnyside has steadily grown from a reasonably small beginning to our present capacity because we have united to a greater degree the elements of success a little better than the average grower. Always keeping in mind that customers who purchase our plants must make money out of the same to become a "booster" for us. Our Farms stand today as an example of success in the Plant business, and they do not stand alone, but they stand today with hundreds and hundreds of customers that are also doing well in the small fruit business.

We are what we are today because of the success of our customers and we do not believe there is any danger of any slump in our business, because we produce today what the public wants, Superior Plants, sold at reasonable, let-live prices. We honestly believe that for the money expended for our Plants the public is being better served, is making more profits, and is getting better net returns for an investment with the Pratt Farms than any farm in New England.

An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.

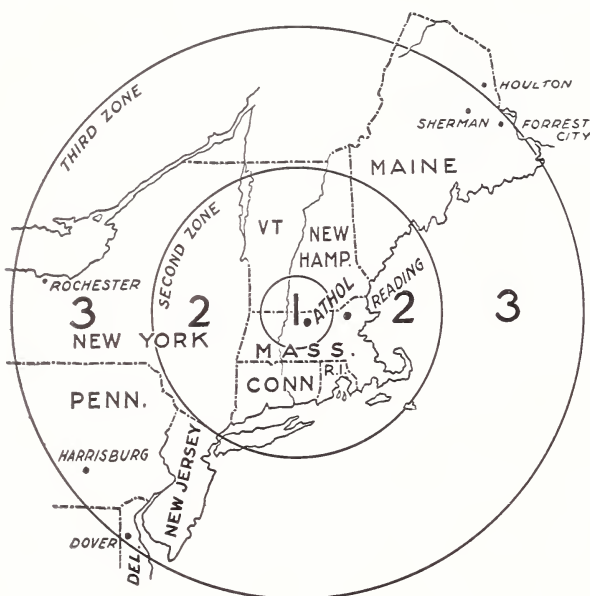


THE COST OF BERRIES

The reason the berry business is so profitable now is that the demand for the fruit has increased out of all proportion to the increase in the area planted to them. One cause for it is that every year thousands leave the country for the city, and there is no one to take their places on the farm growing berries. Berry-growing has been neglected and overlooked, and with the population of the cities increasing ten per cent. or more each year, it will be many years before the supply catches up with the demand, if it ever does. People used to say that apple-growing would be overdone, and that there would be no money in orchards; yet the fact remains that orchards in bearing now produce more money, acre for acre, than they did ten years ago. The same is true of berries. Even when the greatest supply reaches the city markets the prices stay up pretty well and wholesalers have no trouble in disposing of their entire stock to grocers. Just think how much more you have to pay for berries now, and contrast it with what you paid only a few years ago. Berries are not going to go lower—the increase in the use of luxuries among the people of the cities will more than take care of any increased production.

The feeling of emancipation that this gives is wonderful. You will not longer be the bearer of the other fellow's burdens, but you yourself will be an employer of others, making their toil earn for you and reaping the reward of proficiency and endeavor. Do you realize what a glorious feeling it is to be your own boss, to have to bow to no man's dictation? Do you realize what it must mean to a man or woman to have an ever growing and lusty bank account? Do you know what it means to be able to buy what you want when you want it and not have to count the pennies and figure the cost? Do you appreciate what the possession of money means in rewards of happiness? If you do realize what all these things mean, you won't be long in getting earnestly into the matter of starting a fruit farm.

An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.



DO YOU LIVE INSIDE THESE CIRCLES?

All plants in dozen, hundred or five hundred lots will be delivered to your postoffice, postpaid by parcel post, only in the 1st, 2nd and 3d zones from Athol. When you buy Plants of me you know just what they will cost at your place. No express charges which are higher than last year. Better have your Plants sent via mail.—Get them **QUICKER** and **CHEAPER**.

ATHOL, MASS., is the Hub of the Best Strawberry Growers in the United States. We have the market at our very doors. Why, in the State of Massachusetts alone there are one hundred cities and towns with a population of 5,000 and over.

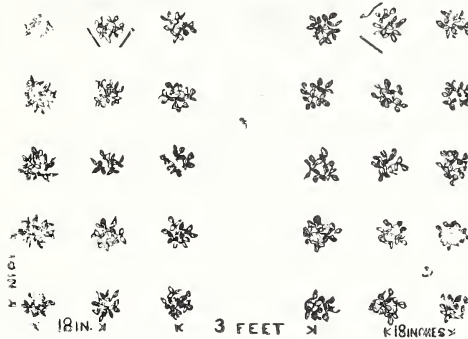
The 3rd Zone takes in all the N. E. States, except the Northern part of Arcostook County, north of Houlton, Me., and nearly all of New York State. Ask your Postmaster what zone you are in from Athol.

We never ship C. O. D. to any one, nor do we book orders and reserve Plants unless one-third of purchase money is paid down when the order is sent.



People come many miles to visit this place. It will never be abandoned. A live wire lives here. As long as Old Glory waves to the breeze it will be worth coming to see.

An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.

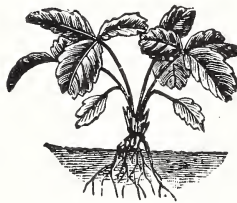


We give a cut of a very excellent plan of setting plants to be grown by hill system. The plants are set in rows, 18 inches between them, and same distance apart in the rows. Then a space of three feet left for horse cultivation, and three rows of plants planted as before. There is a great advantage in hill culture over the matted row system, where fine berries are in demand. Planted in this manner it will take 14,520 plants to set an acre. Should the plants yield under **high culture**, a quart to each plant, which has been done time and again, and the berries command only 10 cents per quart (a low price for extra fine fruit), the yield in money value would support a good sized family and have something left. Always use **high culture** and plenty of manure **and water** with the hill system. Grow extra fine fruit where there is demand for it. Where there is only a market for low-priced fruit, the matted row system will answer. You will have the quantity at the expense of size and quality.

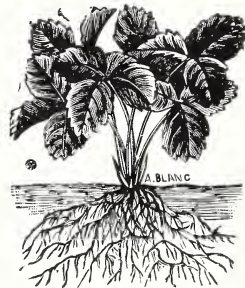
THREE WAYS OF SETTING A PLANT



Planted too deep



Planted too shallow



RIGHT WAY

Come and see my place any Sunday, but do not expect us to dig plants or do business on that day. We must have a day of rest. Last summer a man came from Providence one Sunday to buy some plants. I was absent, but my wife told the man that we did not dig plants on Sunday. He wrote on a piece of paper, "Ha! Ha! A —— of a man to do business with," and gave it to my wife with the remark, "Give that to the old man when he gets home." And I am still in business.

A HARD JOB

Ethel, aged three, had been to visit her cousins, two fun-loving and romping boys. She climbed upon her father's knee, and was tell him of her visit.

"Papa, every night John and George say their prayers. They ask God to make them good boys," she said.

"That is nice," said papa.

Then, thinking soberly for a few minutes, she said, "He ain't done it yet."

Will The Stage Coach Catch The Train?



Two Acre Patch of Howards — 200,000 Plants are here.



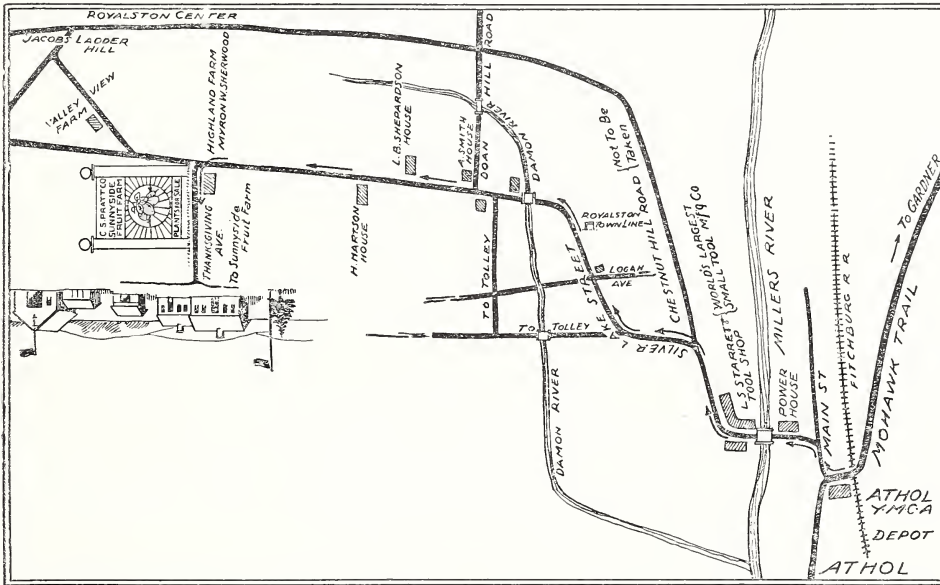
Bed of First Quality, 10,000 Quarts will be picked from this bed this season. They will be the finest flavored, and handsomest berry going into Athol market this season. 6,000 gallons of water will be put on this bed every evening.



300,000 Plants in Sight on This Bed

How to Reach Sunnyside

The following is a diagram of how to reach Sunnyside Farm, from Athol, Mass.—Start at the Y. M. C. A. on Main Street, and go until you come to Crescent Street, over across the Millers River Bridge, and go out Crescent Street to Silver Lake Street. Then follow the Arrows. But don't make the mistake and take Chestnut Hill Road, which takes you to Royalston Center. And although we live in Royalston, we are five miles from Royalston Center, as we are five miles from Athol Center. **Be sure to come via Silver Lake Street.**



Many people have trouble in finding our place. We live in West Royalston, although our mail comes Athol R. F. D., No. 2. In coming to see me many people, upon reaching Athol, inquire the way to Strawberry Pratt's, and are told that I live in Royalston. There are two roads to Royalston. The direct one to Royalston Center is via Chestnut Hill Road from Athol. This may land you in Royalston Center and you are still just as far from my place as you were when you left Athol, so don't go via Royalston Center — **Go by the map — Go out Crescent street to Silver Lake Street and then follow the Arrows.**

MYSELF

I have to live with myself, and so
I want to be fit for myself to know.
I want to be able, as days go by,
Always to look myself straight in the eye.
I don't want to stand, with the setting sun,
And hate myself for things I've done.

I can never hide myself from me—
I see what others may never see—
I know what others may never know—
I never can fool myself, and so,
Whatever happens I want to be
Self-respecting and conscience-free.

—Edgar A. Guest.

THE DIFFERENCE

A stranger addressed the farmer's boy across the fence:

"Young man, your corn looks kind o' yellow."

"Yes; that's the kind we planted."

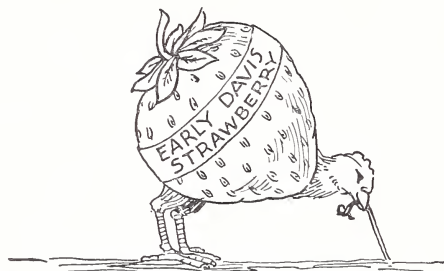
"Don't look as if you would get more than half a crop."

"We don't expect to. The landlord gets the other half."

Then after a pause, the man said: "Boy, there isn't much difference between you and a fool."

"No," replied the boy; "only the fence."—Forbes.

An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.



"The Early Bird Catches the Worm"

The Early Davis ripens ten days or two weeks before the Howard 17. It was originated in the British Provinces. Up there the berries ripen in June — what will they do in the States! I am going to set an acre of the Early Davis this spring, and

It Is \$\$\$ To 

I will get ten thousand quarts of strawberries to put into the Athol market before June 17, 1927, and before any other grower commences to pick. I wish I had twice as many plants as I have. You had better book your orders early. Send one-third of the purchase money with your order and the balance when you are ready for delivery. Any strawberry man ought to buy 500 plants to set out in preparation to get plants another year. Come out to Sunnyside the first week in June and see for yourself how the Early Davis is bearing. Plants will probably be not less than \$10.00 a thousand next year. When the Howard 17 was put on the market I bought more than all other growers in the United States put together, and I will make dollars on the Early Davis where I made dimes on the Howard 17. I am in hopes to eventually have ten acres set to Early Davis and ship berries to the cities of Worcester and Fitchburg. I envy any young man just starting in the strawberry business. I was born 25 years too soon, — they didn't have the Early Davis and Howard 17 when I started in business 55 years ago.



**Picture of a bed of Early Davis,
taken on May 8, 1925**

Price of Plants: 25 Plants for \$3.00; 100 Plants for \$10.00; 500 Plants for \$25.00.
Sent by Parcel Post inside the 3rd zone. Beyond the 3rd zone, by Express.

I am the only man in the country that has any plants of the Early Davis to sell.

THE COOPER---*Big in Size, Big in Yield*

In the Cooper we offer strawberry growers the variety they have tried so hard to find. A big berry that is productive and possesses all other necessary features to make it a profitable variety to grow. In fact, it is all that can be desired and growers who have fruited the Cooper say they will not grow any other variety.

Seeing Is Believing.—We wish it had been possible for every one of our readers to have seen our trial plot of Cooper during the last season. It was a wonderful sight. Big, strong, healthy vines.

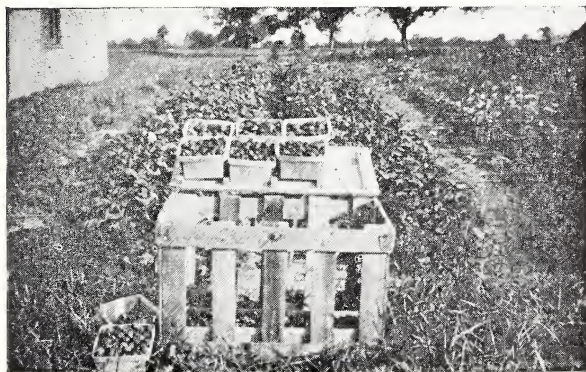
If you are satisfied with ordinary strawberries you do not want the Cooper; it is out of the ordinary class. A big producer of fancy berries that will bring your own price, and will create a demand that no other variety can fill. The number of Cooper you plant should be determined only by the amount of ground you can devote to strawberries. To the extent that words will allow, we herewith describe the important features of this wonderful variety.

The Plant and Root System.—Right here we have the whole secret of the wonderful productiveness and big size of the fruit produced. Cooper is an extra large, upright growing plant, with the most wonderful root system produced. Cooper plants have frequently been dug with roots 20 inches long. These enormous roots gather the moisture and give the plant the necessary strength to carry every berry to maturity. A drought resister supreme.

It is a perfect berry requiring no other variety with it.

Why You Should Set the Cooper.—1st—Because it's the most productive extra large strawberry know. 2nd—Because it's the sweetest and the most delicately flavored of all. 3rd—It will yield four to five times as many berries to the acre as any other kind. 4th—It will hold up in size better than any others, even to the very last pickings. 5th—It will sell quicker and in preference to other varieties on account of its size, beautiful color and delicious flavor. 6th—The wonderful root system of the Cooper plants enables them to bring the enormous loads of fruit to maturity in dry seasons and under adverse conditions, where many varieties would almost prove a failure. 7th—The Cooper, grown under the hill system, will prove far superior to most other kinds, producing more and larger sized fruit than any other variety we ever saw. 8th—By planting the Cooper you will be keeping up to the minute in the advancement of horticultural achievements. 9th—The first cost of the plants will be forgotten in the satisfaction, pleasure and profit you will receive in growing and marketing the largest and sweetest berries of anyone in your section. 10th—We honestly believe that within a very short time, when the Cooper berries become better known, there will be a very strong, persistent demand for the fruit by both the wholesaler and retailer, as well as by the better class of consumers, who have waited long for a large, sweet berry with a delicious flavor; the Cooper will fill this demand, and a fancy price can always be obtained for them.

The above is what the originator says of Cooper. We had it last year on moist land and it was soft, not as good a berry as the Howard. We are giving it another trial this year. We would not exchange Howards for it. See what Victor Marden, of Saco, Me., says. He says it is firm. 25 plants for 35 cents. \$1.00 per 100. \$3.50 for 500. \$6.00 per 1000. Via Parcel Post. 5000 for \$25, via Express.



Saco, Maine, Sept. 22, 1925.

Mr. C. S. Pratt

Dear Sir:—

I have become very much interested in the Cooper Strawberry Contest which ends next month. Enclosed you will find pictures of my Cooper strawberry bed of one hundred plants.

In May 1924, I bought one hundred Cooper strawberry plants from you, and set them out around May 20th, of that year, on land which was used for a garden the year before. These plants were set out in the matted row system, fifty plants to a row. On this bed I put two wheelbarrows of manure, and in the fall fifteen pounds of fertilizer.

Each of these plants lived, were very large and hardy. The berries at the last picking were nearly as large as at the first pickings; the strawberries being large and firm at all times. From this bed I picked forty-four quarts, and feel sure there would have been a larger yield, if it had not been for such a dry season, and a June frost which killed many of the blossoms.

Yours truly,

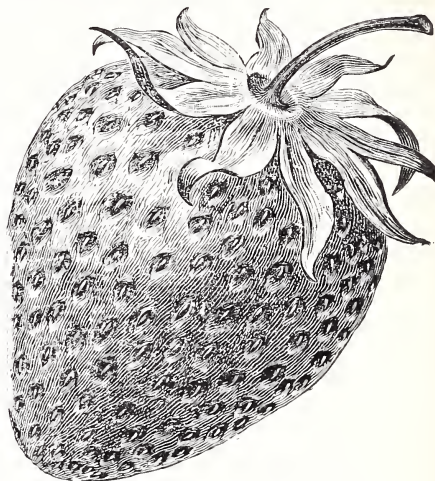
VICTOR M. MARDEN.

An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.

First Quality Strawberry

(S) Great cropper, fine shape and colors well. This is the berry for your own use. Too good to sell, but just right to give your best friends. We have never heard of a person who did not immediately become enthusiastic over the 1ST QUALITY. There is something — that indescribable something — about the flavor that completely captivates the taste. And it is a flavor that grows in favor with every berry eaten. No one ever seems to tire of it. Always a treat when you are ready to eat. The more I see of this berry the better I like it. **There is not a berry in existence that will begin to throw out the number of quarts from the same amount of ground as this will. The second year's fruiting the fruit will be nearly as fine as from a new bed.** I have taken a bed of this variety after the first crop had been picked and run a mowing machine over the bed and then gone over it with a wheel harrow three times until you could hardly see anything but dirt—hardly a plant in sight, and inside of three weeks had as fine looking bed as one would wish to see, and no more work done on it, not even covered up for the winter, and next season harvested a bang-up crop. Now a variety that will do that is worth growing.

25 Plants 40 cents — \$1.25 per 100 — \$5.00 for 500
\$8.00 per 1000 — Via Parcel Post



A MORTGAGE LIFTER

The Plants of HOWARD 17 are the healthiest of any I have ever seen. No rust or leaf spot on them. In plant growth, faultless. The blossoms are large and perfect and rich in pollen. The berries begin to ripen medium early, continue a long time and hold up in size remarkably well. The first berries to ripen are wedge-shaped, soon becoming conical, typical shape conical. It is a firm berry and therefore a good shipper. Color, rich red with a fine gloss. There is no berry that is more beautiful or of finer quality. The only fancy berry that is a "Business Berry." All the other fancy varieties are shy bearers. The HOWARD has all the good qualities of the others combined with heavy production. In size it is among the largest grown, averaging larger than either the Gandy or Chesapeake. If it has any choice of soil I do not know it, and I believe it will do well on any soil that any other variety will. Some growers claim that the PREMIER and HOWARD 17 are one and the same. I think there is something rotten in Denmark. The HOWARD 17 was grown and the fruit sold in the Boston market 12 years before the PREMIER was heard of.

The originators would not let a plant leave their grounds and meant to keep it all to themselves. But it got out and the Berry Growers can thank Prof. A. T. Stevens of the Connecticut Agricultural College, and C. E. Chapman for it.

In the Spring of 1918 I bought more HOWARD 17 of Mr. Chapman than all other Plant Growers in the United States put together, and in 1919 I told the Strawberry Growers just what it was, and there were thousands of HOWARD 17 sold all over the country. Now today everyone knows that it is by all odds the Best Market Berry Grown. If you buy your plants of C. S. Pratt or C. E. Chapman **YOU WILL GET PURE HOWARD 17.**

25 Plants 40c — \$1.25 per 100 — \$4.00 per 500 — \$7.00 per 1,000 — Via Parcel Post.
\$30.00 per 5,000 — Via Express.

Little Boy—"Do you believe there's a devil?"

Second Little Boy—"No, it's like Santa Claus. It's your father."—London News.

An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.

PEERLESS (S) EVERBEARING STRAWBERRY

The finest Fall Bearing Strawberry on the Market by all odds. Very large and handsome; firm, and a splendid market berry. Better than the Howard 17; very much firmer; not as large, but large enough. It will give a good crop in August if set in the Spring, and next year in June will throw out the berries to beat the band. Berries hang on vines like cultivated cranberries. It colors fine; a darker berry than the Howard 17.

25 Plants \$1.00 — 100 Plants \$2.50 — Via Parcel Post

ABINGTON—As productive as the Howard but not as large. Fine looking berry; nearly as good looking as the First Quality; not as fine flavor. Sells well.

Price—25 Plants 40c; 100 Plants \$1.25; 500 Plants \$4.00; 1,000 Plants \$7.00 — Postpaid

The Commonwealth of Massachusetts

State Department of Agriculture

Official Certificate No. 28

Boston, July 15, 1925

To Whom it May Concern: This is to Certify that I have this eleventh day of July completed the inspection of the nursery stock of C. S. Pratt, grown at Athol, State of Massachusetts, and find it to be apparently free from all injurious insects and diseases which might be transferred on nursery stock from the nursery to the orchard or garden. (This certificate is good until July 1, 1926). Inspected by W. W. Sherman.

(Signed) R. H. ALLEN, Director.

Hardy Hydrangeas

I have some extra fine four-year-old stocky plants. Very seldom can one get a bargain like this.

\$1.00 Each — Via Parcel Post

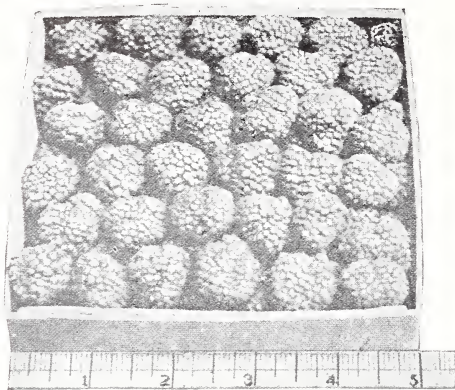


Honeysweet Blackcap Raspberry

Even those who ordinarily do not care for BLACKCAPS will surely enjoy the fruit of Honey Sweet, which is remarkably rich, sweet and mucous. Not only are the berries of superb flavor, but they are firm enough for distant shipment. They are also of attractive appearance, being jet black, without bloom and of good size. Canes are of strong growth and of ironclad hardihood and yield heavily. Ripens early to midseason, maturing its entire crop quickly. We consider it far the best of all the BLACKCAPS, especially for the home garden.

Selected Tip Plants, \$1.25 per
Dozen, (Parcel Post)

An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.



Victory Raspberries



This is a photograph of My Plantation of Victory Raspberry Plants, taken Sept. 1st, one year's growth. I never saw such growth in my life before.

A wonderful new Red Raspberry. This will be to the Raspberry what the Howard 17 is to the Strawberry. A seedling of the Cuthbert, which it resembles, and as fine flavor. Extremely hardy; comes through alive when it goes down to 30 degrees below zero. It did in Athol, Mass. the winter of 1920. The plant is a vigorous grower.

There is twice as much money made in the Raspberry as in the Strawberry, and always was.

There is more money growing them than ever there was in selling Booze before Prohibition time. Take my advice, Young Man, get every Plant that you have money to buy, and set them out and as soon as you have plants enough to set an Acre do so. In two years marry the very best girl that you can tie up to (if you are worthy of her) and just live on the constant inflow of money you will receive.

I have discovered the Best Raspberry ever grown. It is a giant, as sweet as honey, and as delicate in flavor as a maiden's kiss. It is as big as the end of a man's thumb. It is not one of your coarse, tasteless things that grow on stunted vines amongst choking weeds. The berry is of fine texture, remarkably juicy, rich in color and keeping qualities and a wonderful yielder. If you live near a large town, no crop grown will return more dollars and cents.

You pay 50 cents for a single tree and there is no increase of trees at the end of the year. You have only that one tree.

The Spring of 1919 I bought 100 Victory Raspberry Plants and in the Fall I dug up all of the Plants with the Sucker Plants and I set out 1,000 Plants in November, 1919. In the Fall of 1920 I dug up 10,000. All grown from 100 Plants in 18 months. That is going some. That is as good as a Gold Mine in One's Front Yard.

VICTORY is not an untried variety, as the originator has fruited it for twelve years. It has been tested with nearly every known variety of Red Raspberry and is far better than any of them, not only in production, hardiness and vigor, but the fruit is larger and of much better quality than all others.

Color—Beautiful bright red and they hold their color after picking.

Quality—By far the finest tasting Raspberry. If you do not say **Victory** is the best flavored Red Raspberry you ever ate, just tell us and we will refund your money.

Productiveness—The originator has a record of picking nineteen (19) pints of fancy berries from one bush of **Victory** during one fruiting season.

Victory is a seedling of the Cuthbert and resembles that grand variety. **Victory** has produced regularly for several seasons nearly twice as much as Cuthbert, bush for bush, and acre for acre, grown in the same field, under the same conditions.

Victory berries are much larger than Cuthberts, and of better quality and flavor.

Prices of Plants — \$1.25 per dozen; \$6.00 per 100 — Via Parcel Post.

An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.

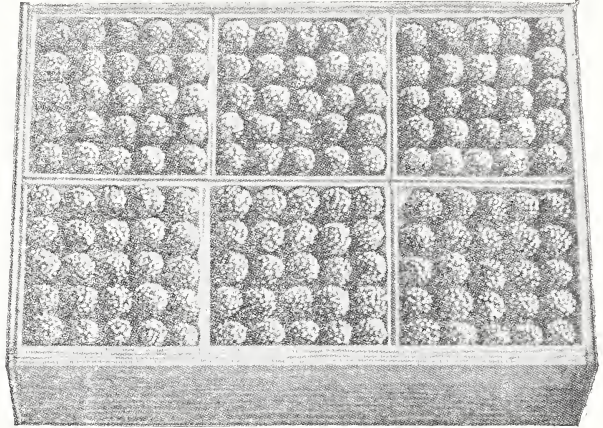
Redpath Raspberry

The Big Red Raspberry that scoops 'em all.

The largest and most attractive Raspberry yet introduced. A firm, dark berry, often an inch in diameter. Ripens a few days later than the Cuthbert, and extends over a period of six weeks. A good, reliable shipping berry of the highest quality, and demands the topmost prices in the market. A real money-maker for the grower. Very hardy.

Redpath is everything we desire a Raspberry to be.

\$15.00 per 100. \$3.00 per dozen
via Parcel Post.



I got my stock from D. C. Webster. It is the cleanest and freest from mosaic of any stock in the country. I wrote to the Dept. of Agriculture at Washington, D. C., and they told me that Mr. Webster's stock of Redpath was among the best in the country. Now don't take any chances on buying plants that are not.

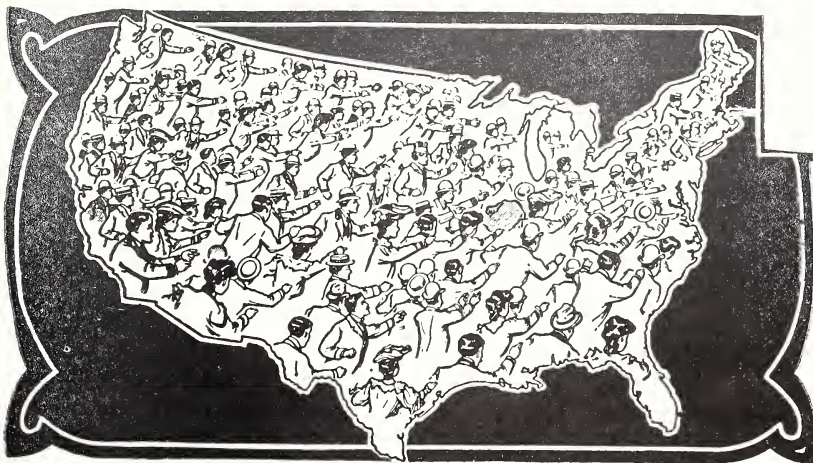
LIKE SOME SERMONS

Rastus—"Ah wants a divorce. Dat woman jes' talk, talk, talk, night an' day, Ah can't get no rest, and dat talk am drivin' me crazy."

Young Lawyer—"What does she talk about?"

Rastus—"She doan' say."—Life.

C. S. Pratt & Company,—who is the company? A good bank deposit in the Millers River National Bank, Athol, Mass.



Early Davis Strawberry Plants

C. S. Pratt Co.
Athol, Mass.

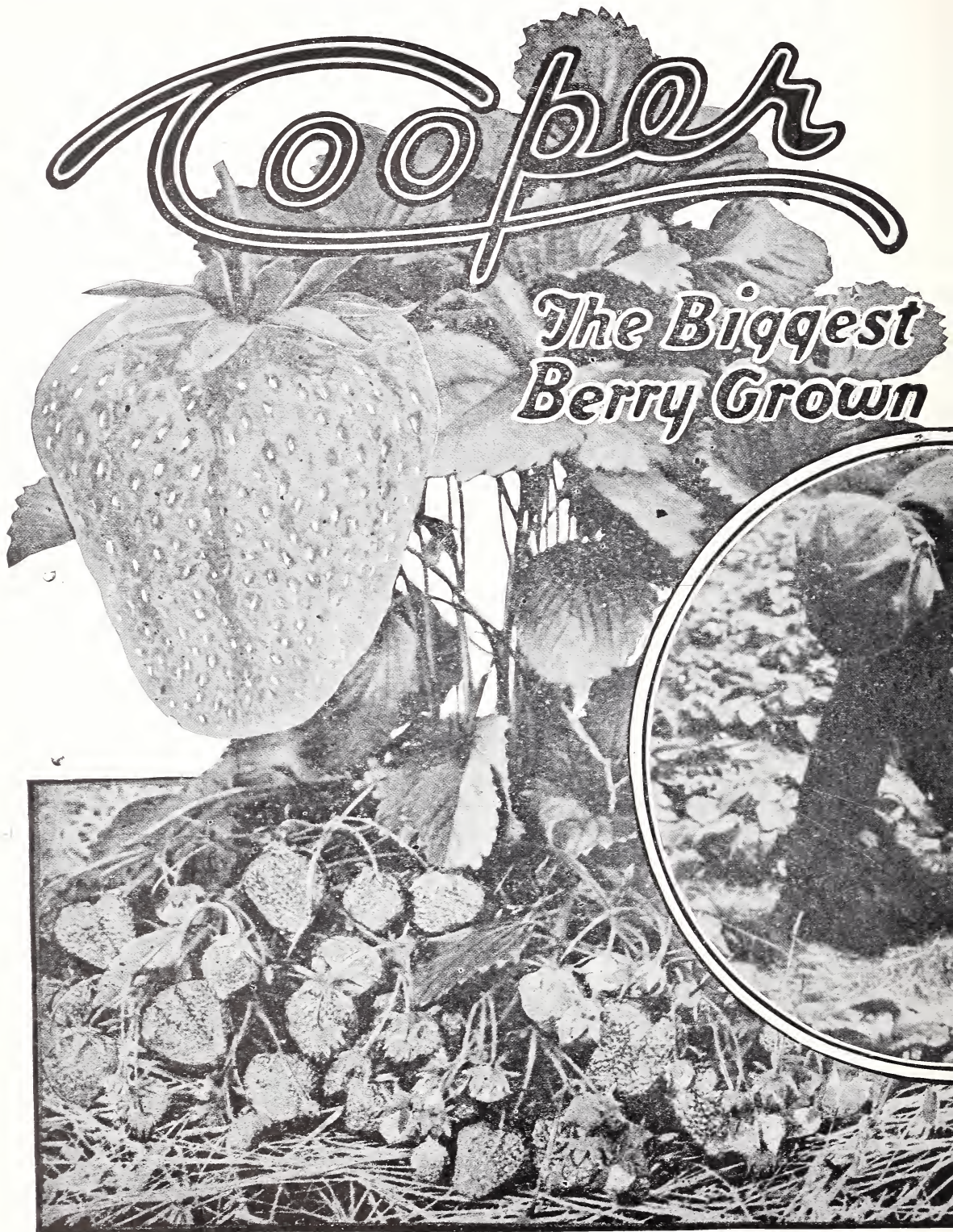
*This is the only place
in the United States
where the EARLY
DAVIS can be bought
this year.*

THE BOOM IS ON — FOLLOW THE CROWD

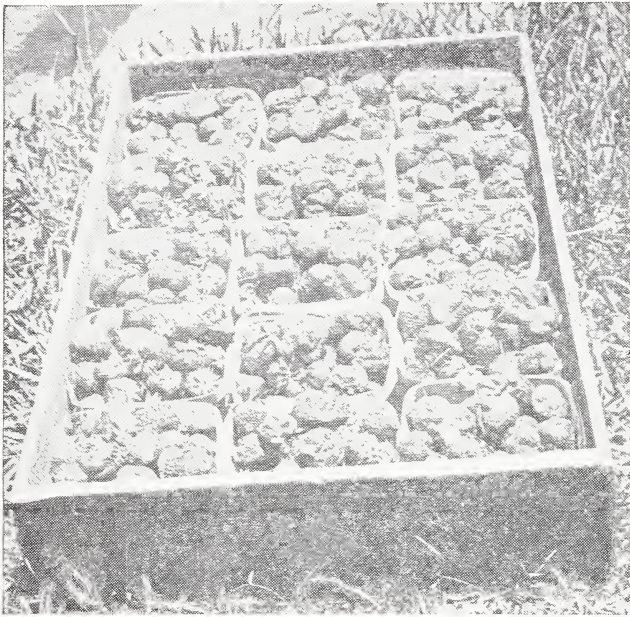
Will The Stage Coach Catch The Train?

Topper

*The Biggest
Berry Grown*







I market my fruit in trays holding 15 quarts. They are made out of $\frac{1}{2}$ inch stock and are 28 inches long, 17 inches wide, $4\frac{1}{2}$ inches deep inside measure. The trays have covers that fit inside with cleats on them so as not to rest on the fruit. The trays are stained a light green which makes the fruit shows up great. One can fill the baskets rounding full and not have the fruit jammed, and will reach the customer in fine shape and sell well.

SAMPLE TRAYS 75 CENTS
By Parcel Post

RAISING BUSTER CROPS

You can raise bread with yeast but you can't raise berries that way. You must get the varieties tested and proved — vigorous plants, true to name. These qualities exemplified in all plants grown at Sunnyside Farm.

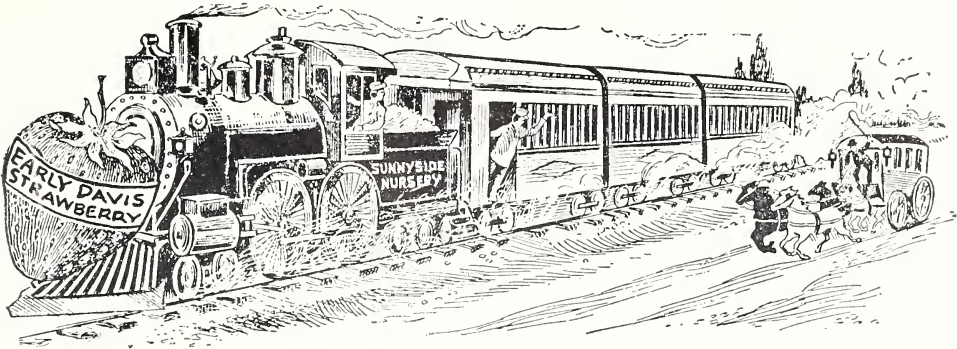
If I have a better berry than any one else the berry growers of the country will make a beaten path to my place; I have it in the Early Davis.

The handsome foliage is dark green, thick and glossy, and free from insects, while numbers of white blossoms emit a delightful cinnamon-like odor. We know of no other vine that will more quickly and satisfactorily cover an arbor, trellis, wall or fence for shade or screen purposes. It will thrive anywhere, and when once established will grow for years. Grows 25 to 40 feet high.

Extra Large Tubers (Fancy) Two Years Old
15 cents each; three for 30 cents.



An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.

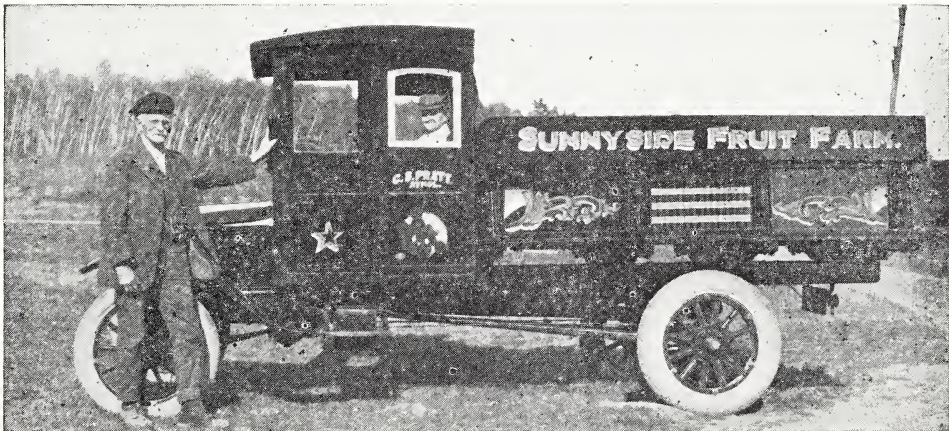


**Early Davis on the cow-catcher is ahead of everything!
WILL THE STAGE COACH CATCH THE TRAIN?**

If the stage coach can't catch the train in dry and dusty weather, how can it catch it when the frost is out of the ground and the coach is hub deep in mud?

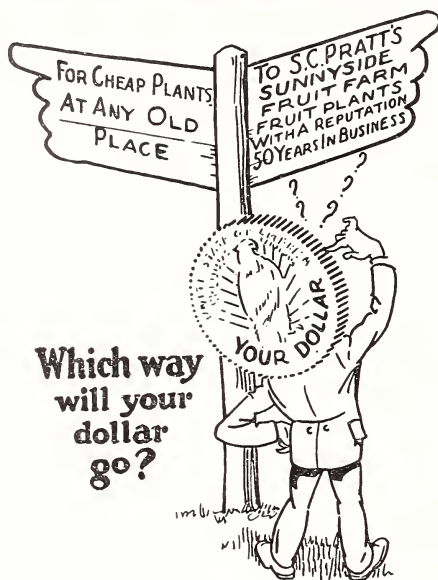
I am going to put 10,000 quarts of First Quality Strawberries into the Athol market this year. The finest flavor and handsomest berry grown. 20,000 quarts of Howard 17; 20,000 quarts of Cooper; 50,000 quarts of strawberries going into the Athol market. What berries Athol doesn't use will go to Gardner. I have one man in Gardner who will take every berry I grow. I shall also have an immense crop of plants and shall sell them all this Spring. I shall sell more plants than any grower in New England. Strawberry Pratt will be on Easy Street next Fall. I will make more money this year than all my competitors in Royalston put together—and do it with my left hand.

They say that if a man doesn't make his first thousand dollars before he is fifty years old he don't stand a chance in a hundred of making it afterward. I did not make my first thousand until I was seventy years old, and I made it then on the Howard 17 Strawberry. I am going to make my second thousand when I am eighty years old, and make it on the Early Davis.



This is a Ford Ton Truck used to take the Parcel Post Packages to the Athol Post Office every day. It is filled nearly every day. (This picture was taken before I lost my right hand).

An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.



When you play, play hard. When you work, don't play at all.

WHY I BOOM ATHOL

I live in Royalston, but my postoffice address is Athol R. F. D. 2. On the back cover of my catalogue what I say about Athol is the living truth. A selectman of Royalston, doesn't like it because I boom Athol instead of Royalston. Before I boom Royalston I will boom the town of Don't-You-Worry. I do not boom Royalston because I have two men in this town who are envious of my success, doing their best to injure my business. One of those men is worth \$10,000; the other says he has a man behind him who is worth \$50,000. How long will the man with money back this fellow up if he don't make good? They have this money back of them. Read the first three pages of my catalogue and see what I have back of me. Fifty-five years of experience and fifty-five years of reputation for square dealing. Which is the better? These men with money can never down Strawberry Pratt with his experience and his reputation. A business can't be built up in a minute. It takes years and years to build a business, and it cannot be pulled down in a minute. No man can build up a business by pulling some one else's down. It is one thing to raise plants and another thing to sell them. I know how to do both. Look this catalogue through and judge for yourself.

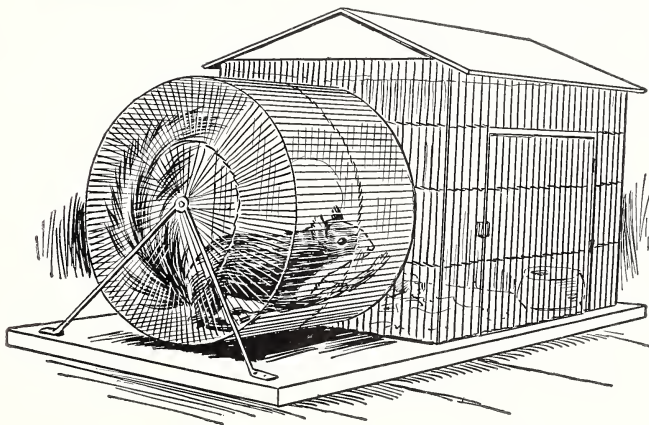
An Arabian proverb says: "Two men with one mind in view can wreck a town." These two men can wreck the town, but there is one man in it, a live wire, that they cannot wreck.

Will The Stage Coach Catch The Train ?



In the berry season, this truck makes several trips daily, carrying berries to the Athol markets.

- Asparagus Root**—Two-year-old Asparagus Root, \$1.25 per 100.
Dorothy Perkins Rose—Two-year-old, 75 cents, Postpaid.
Crimson Rambler Rose—Two-year-old, 75 cents, Postpaid.
Clematis Paniculata—Two-year-old, 75 cents, Postpaid.
Hardy Hydrangeas—Two-year-old, 75 cents, Postpaid.
Thousand Beauty Rose—Two-year old, Postpaid, \$1.00 each.



**HE ISN'T GETTING ANY-
WHERE. ARE YOU?**

Is your job like the squirrel's— one continuous round of routine work, day after day, with success always just beyond your reach? Are you content to have it that way, or are you looking for a way out? There is a way out — a simple way that will help you to "get there," no matter what your present circumstances may be. If you want to get on — succeed — earn more money. Take my advice and go into the small Fruit Business.

Will The Stage Coach Catch The Train?



Gladioli in Mixture

To secure the greatest variety and beauty from Gladioli, it is absolutely necessary to grow them in mixture also. Anyone who has ever had the pleasure of visiting a first-class collection grown in mixture will appreciate this statement. If originators find their enjoyment, as they do, in growing vast numbers of kinds together, will not the average grower for pleasure derive an equal benefit from growing them in the same way? If I were permitted to grow only a limited number of kinds, each under name and number, or many varieties in a mixture, I would certainly decide in favor of the latter method; for in this way only is it possible to secure and enjoy the almost limitless variety and beauty to be found among the Gladiolus. I suppose I have as fine a collection as can be found in the United States. There are over 700 varieties; some of these bulbs cost \$5.00 each. I may not have the largest collection, but I have the CREAM.

This mixture has such varieties as Mrs. Frank Pendleton, Mrs. Norton, Magic, Rose Glory, Orange Glory, Anthony B. Kundred, E. J. Shaylor, Sulphur Glow, Pride of Lancaster, Fairest Loveliness. And One Hundred and One others and last year I added to my collection Mr. A. B. Kundred's Glory Mixture, and his Orchard Mixture. Now I think that my Mixture cannot be excelled by any grower in the country.

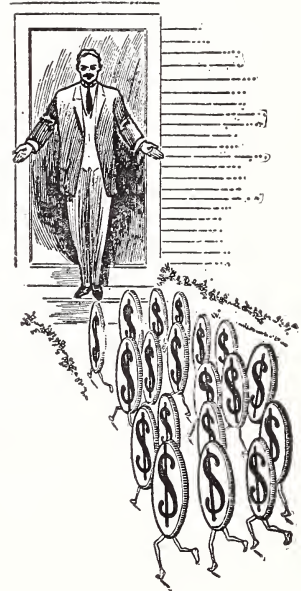
Price for Bulbs — \$1.25 per dozen.

\$5.00 Per Hundred — Post Paid



Three Dollars rolled away in 1926 for Redpath Raspberries and Early Davis Strawberries.

This is the way they will return 



An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.



Lucile

The Ideal Eating Grape

The Wonderful New Grape of the North

Everyone has room somewhere, some place around their homes, for a few Grape Vines — over the fence, along the wall or on the trellis — it makes no difference where. Taking hardiness and quality into consideration, we offer the LUCILE — without doubt the finest of all eating Grapes. A strong, robust grower and ripens its wood to the tip under a load of fruit, of which the Niagara would not ripen one-half. Quality: Sweet and delicious; color: Dark, rich red. Its crowning glory is its size and compactness of its clusters which resemble those of Diamond, but are larger. An indispensable Grape in the extreme North, where only early and extreme hardy varieties can succeed.

The State Agricultural Experiment Station at Geneva, N. Y., says:—

“Lucile is of interest and value because of its truly remarkable vine characteristics. In vigor, health and hardiness and productiveness it is not surpassed by any of the cultivated native grapes. With all of its great work LUCILE ripens its wood almost perfectly. It is very productive, as much so as any of our native grapes, often bearing four bunches to a shoot, its crop exceeding that of Concord. It has never been known to winter-kill in the grape region of New York. Its fruit and foliage are nearly immune to fungal diseases of the grape. Be sure and order at least one.

Two-Year-Old Vines 50c each, 6 for \$2.50 — Postpaid



Making money is not success. Many a man has made money and has all that money can buy whose life is a failure.

The Mohammedan visits Mecca and I visit C. S. Pratt every year.

Friend Strawberry: —

Your card of recent date was received. Many thanks for the same. Your unfortunate accident was a shock to all here at the office, but I was confident that you would fully recover and do a larger volume of business than ever before, and that you would, in your original optimistic manner, capitalize your accident in a way that would yield you a hundred fold. You can't keep a good man down, nor cut him up, except that he comes back the stronger. You have my sincere sympathy in the terrible loss of your right hand, but I am sure that it will react to your financial advantage.

With kindest personal regards,

WALTER B. LAWTON, Athol, Mass..

An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.



My Irrigation Plant

AND THE EARLY DAVIS STRAWBERRY THE FIRST OF JUNE

The Ideal System of irrigation is one which will provide a very even and uniform distribution of water by some method under the control of the user. I think I have the finest system in use. I can irrigate an acre of ground in three hours and apply 18,000 gallons of water and put it on in the form of a good soaking rain. I can apply five times the amount of water in the same time than can be applied with the Skinner System and I have no unsightly iron pipes in my way. It costs \$200 per acre to install the Skinner System and only \$50 per acre for the one I have, (engine and pump included.) NOW I HAVE NOTHING TO SELL, so have NO AXE TO GRIND. I have got a good thing and I am willing you should use it. Don't write any letters for I have no time to answer them. Come and see me and talk it over. I can pump 60,000 gallons in 10 hours and only use \$1.00 worth of gasoline. When I was in business in Reading, Mass., and using Town Water they charged me 30 cents per 1,000 gallons. They told me they could not pump it for less. (I thought it funny, not too funny, but just funny enough.) When we have six weeks of drought in the month of June **it pays to irrigate.**

While all crops are benefitted by liberal watering there is probably no crop that depends on irrigation so much as small fruit, particularly berries. Good, large Strawberries can only be produced in wet seasons, or by copious use of water.

Irrigation makes it possible to produce big crops every year. Why not irrigate? More interest is taken in irrigation every year. The reason is obvious. No one is sure of a crop unless he can irrigate.

If you are not getting \$1,000 per acre in growing the Strawberry and Raspberry there is something wrong somewhere. I use a four h. p. Witte Gasoline Engine, with a Viking Rotary Pump. My whole outfit cost me about \$300. I can water six acres every week. I commence at five o'clock in the morning and water until 8 o'clock. Do you wonder that my customers like to buy my fruit?

I can grow the finest and stockiest Plants with plenty of water. That is the Pratt way of growing plants. They have no PEDIGREE attached to them. They are just simply every-day Plants, and as fine as any ever grown Kellogg's Way.

COME AND SEE ME ANY DAY EXCEPT SUNDAY.

If there is anything I can do to help you I am ready to do it. We are not in the world to get all we can and keep all we get. I am not making money for money's sake; I make it and then get rid of it. Put me down for anything that will help along.

STICK

Columbus gave us America because he could STICK it out... No darkness, peril or disaster could turn back the prow of his ship when it had been pointed towards our shores. When his crew had grown mutinous and he had quelled them, and one had asked: "But Admiral, what shall we do when hope is gone?" "Sail on, sail on," was the dauntless reply.

Where would C. S. Pratt be today if he had not stuck it out after Jack Frost had nipped 15 acres of Strawberries in 1880?

Will The Stage Coach Catch The Train?

Two Country Boys

One goes to the city to be chained down to a life job at \$18 per week with no better prospect ahead. In time marries; hires a tenement in a flat. *What a life!*

The other stays at home and lives like a prince. Goes and comes when he likes and is his own boss; lives in his own house. *He lives!*

If, instead of farm boys and men going to cities and mills, they would go to a nursery or orchard and learn the business, they would soon be able to start for themselves and become independently rich a good deal quicker than they possibly could in any other work. And if, instead of struggling on in a city with an income that is too small, people would buy a place in the country and grow fruits they would find life easier, healthier and happier, and would be able to provide good homes for themselves.

There is an enormous growing demand for fine fruit all over the world, while the production is no more than holding its own. Many a lawyer, judge, merchant and professional man wishes he had a place in the country, knew what to plant and how to go about it so that he could make an independent living. Don't be content to grind out your life for a few dollars a week and miss all those comforts and pleasures that make life really worth the living. Make up your mind that you are going to *do something* worth the while — that you are going to order some plants from **PRATT** — start in the berry business; that will enable you to *be somebody*.

FARM THE BEST PLACE

Yet you know and I know and all of us who have grown old enough in years have seen enough to *know* that the best place in the world for a young man is on the farm. I don't deny that one chap in a thousand or one in ten thousand will make some money in a big city, much money perhaps; but it is only a small chance. While thousands of others are lost in the maelstrom, ground down by rich, hard-fisted employers. If you can and want to give your boy \$10,000 or \$20,000 to go to the city to start a business of his own, he has a chance, perhaps a fighting chance, to get rich (or otherwise lose what you gave him.) But if he wants to go to the city as a clerk or employee to climb up — as things are now-a-days — well, he'll soon learn he's building air castles.

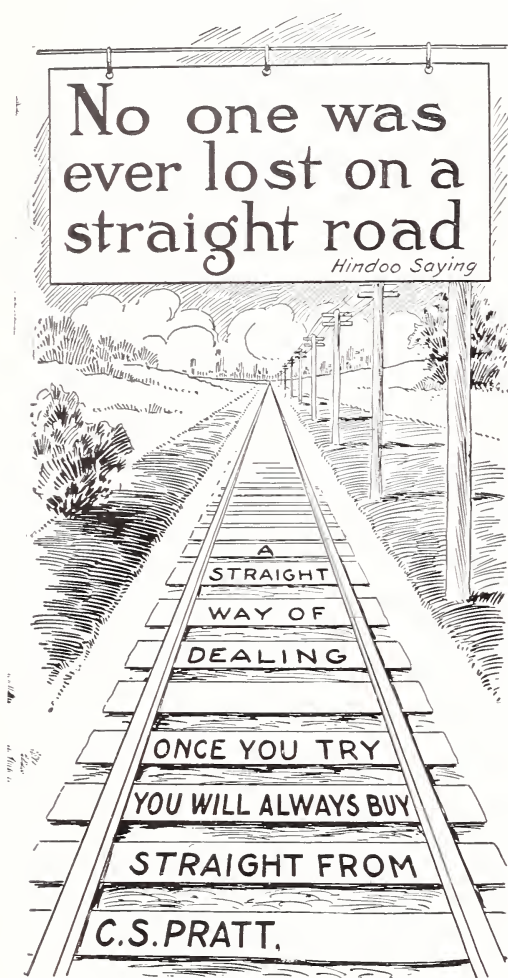
IT'S WHAT YOU GET FOR YOUR MONEY THAT COUNTS

Isn't it the most practical and reasonable thing in the world that every one should place their orders where they get the greatest value for the money invested?

Remember my plants are delivered right at your door at the prices named, in lots up to 1,000.

An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.





Longfellow could take a worthless sheet of paper, write a poem on it and make it worth \$65,000. That's genius.

Rockefeller can write a few words on a piece of paper and make it worth \$5,000,000. That's capital.

"Uncle Sam" can take an ounce and a quarter of gold and stamp upon it an "Eagle Bird" and make it worth \$20. That's money.

A mechanic can take material worth \$5 and make it into watch springs worth \$1,000. That's skill.

A merchant takes an article worth 75 cents and sells it for \$1. That's business.

A woman can purchase a hat for 98 cents, but prefers one that cost about \$27. That's foolishness.

There might be some who will claim they can grow better plants than **PRATT** and sell cheaper. That's gall.

THINGS I DO NOT WANT

I do not want a million dollars. I would not know how to use so much money. I do not want a large house for my wife to take care of, and it would not seem as homelike as a small one. I do not want a half-dozen houses in various parts of the world as many rich men have. I prefer to have one home and make that as attractive as possible. I am to have a mansion in the next world. That will be glory for me.

I do not want to know everything. It is well I do not know when I am to die, or when any of my friends are. It is well I do not know the mystery of life and death. It is well that we do not know about the destructive germs which are floating about in the air or in the food we are consuming.

I do not want to be Governor of the State of Massachusetts, nor a member of the United States Congress or Senate, nor do I want to be President of the United States.

I want one thing, and only one — That is, to be the most reliable plant dealer in the New England States.

PUZZLE-PROBLEM

No. 229. A owed B one dollar; B owed C one dollar, and C owed A one dollar. D lost a dollar and A found it. A paid the dollar he owed B, B paid C and C paid A. Then D came along and said he lost a dollar. A said he had found the dollar and handed it to D. Who was the loser?

AN UP-TO-DATE RHYME

Teacher—Johnny, how many days in each month?

Johnny:—

Thirty days has September,
All the rest I can't remember;
The calendar's upon the wall—
Why bother me with this at all?

—Orient

It is not so much **where** you live,
As whether while you live you **live**
And to the world your highest give
And so make answer positive
That you are truly fit to live.

Would you get your share of dough?

Just hustle!

Would you make your business grow?

Just hustle!

Would you enter in life's race,

And keep up the rapid pace?

Would you work up to first place?

Just hustle!

An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.

THESE PEOPLE DID NOT



These People bought their Plants of Strawberry Pratt. NOW Turn This Upside Down

THE TOWN OF DON'T YOU WORRY

There's a town called Don't You Worry
 On the banks of the River Smile,
 Where the Cheer-Up and Be Happy
 Blossom sweetly all the while;
 Where the Never-Grumble-Flower
 Blooms beside the fragrant Try
 And the Ne'er Give up and Patience
 Point their faces to this sky.
 In the Valley of Contentment,
 In the Province of I-Will,
 You will find this lovely city
 At the foot of No-Fret hill.
 There are Thoroughfares delightful
 In this very charming town
 And on every hand are shade trees
 Named the Very-Seldom-Frown
 Rustic benches quite enticing
 You'll find scattered here and there
 And to each a vine is clinging
 Called the Frequent-Earner-Prayer.
 Everybody there is happy,
 And is singing all the while
 In the town of Don't You Worry
 On the banks of the River Smile.

"Glory fills the sacred page,
 Majestic, like the sun,
 It gives a light to every age;
 It gives, but borrows none."

(Cowper.)

"Holy Bible, Book divine,
 Precious treasure, thou art mine,
 Mine to tell me whence I came,
 Mine to tell me what I am,
 Mine to chide me when I rove,
 Mine to show a Saviour's love,
 Mine thou art to guide my feet,
 Mine to Judge, Condemn, acquit.

Mine to comfort in distress
 If the HOLY Spirit bless,
 Mine to show, by living faith,
 Men can triumph over death,
 Mine to tell of Joys to come,
 And the rebel sinner's doom,
 Holy Bible, book divine,
 Precious treasurer, thou art mine."

(John Buxton.)

I often have young men write wishing to work for me to learn how to grow small fruit. Now I can use several this season. I want young men about 18 or 20 years old, good, clean men, that are not lazy and are willing to do as much as C. S. Pratt, a man 78 years old. The work is not laborious; a boy can (if he has a mind to) do as much as a man. I want those that can hustle; quick action. I will pay for the kind I want 50 cents per hour, 10 hours per day. They can get good board for \$1 per day. No chores to do when the day's work is done in the field. You get your pay every Saturday night and if you wish to spend it you will have to go to Athol Center, five miles away. It is a good place to earn money and to save it. I want only good, clean American young men. Good pay to the right kind of men.

An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.

Don't**FOR A MOMENT** think that I am the only Plant Grower in the New England States who can furnish you with First Class Plants.

All I have to say is that my plants are as good as can be grown and are true to name and if you order Plants from me to be shipped by Parcel Post.

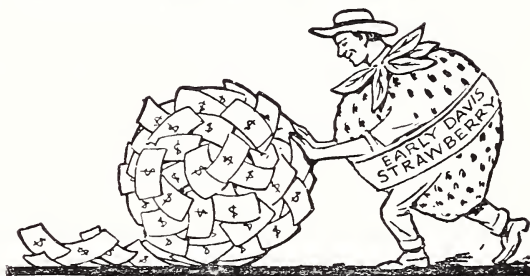
It's 10 to 1

You will not be dis-appointed in them.

Success in the plant business depends entirely upon the success of customers; and they can succeed only with strong, healthy, thrifty, dependable plants of the best up-to-date varieties, well grown, well dug, well packed. We solicit orders on this basis.

A Healthy, Vigorous Youngster

He attends strictly to his business of rolling up the dollars for all who employ him, looking neither to the right nor left. He never heard of a strike, neither does he ever ask for a raise in his pay or shorter hours. In the season of work he is on the job 24 hours a day, never resting only in the winter season. All he asks of his employer is a good place to work and plenty of good food and care. He furnishes his own clothes with the exception of an overcoat for the winter season, when he takes his vacation, which must be furnished if you expect him to do his best. You will never find a more faithful servant if you do your part.



YOU ARE NOT BEATEN UNTIL YOU THINK YOU ARE

Washington was beaten at New York, at Brandywine, at Valley Forge, and at White Plains; but he didn't know it. He kept right on fighting, until Cornwallis surrendered at Yorktown.

Lincoln was beaten in 1858 when Douglas defeated him for Senator from Illinois; but he didn't know it. He kept on opposing the extension of slavery and was elected President in 1860.

Grant was beaten at Spottsylvania, in the Wilderness, and at Cold Harbor; but he didn't know it. He kept right on "fighting it out on this line," not only all that summer, but all the following winter, until Lee surrendered at Appomatox.

Cyrus W. Field was beaten when the Atlantic cable snapped and plunged into the sea; but he didn't know it. He formed a new company, raised money to manufacture another cable, and lived to be known as the man who made possible telegraphic communication across the oceans.

Strawberry Pratt was beaten in 1800 when he had 15 acres of Strawberries almost ready to pick, the 6th of June, when Jack Frost came and took all but 6,000 quarts and left him in debt \$2,000. All his friends advised him to throw up the Berry Business. But he never liked throwing up things.

None of these men would be known today if they had known when they were beaten.

An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.



the Point! Pratt's Plants are True to Name

To the New Customer:

Or at least I hope you will prove to be acustomer. Maybe not, but I will keep hoping anyway. Of course I do not expect to get an order from every one I send a catalogue to, but I am one of those optimistic, hopeful sort of fellows, who always look at the brightest side first. (Sunnyside.)

So we will take it for granted that you will become one of my customers, for a trial trip anyway.

And now that you are accepted as "one of the family," I want you to "just reach and help yourself," as we say when we have company to dinner. Look all through the catalogue — study it carefully, pictures and all — and then give your order for what you want.

If you can't send me an order, write to me anyway so I will know you are interested and want your name kept on the list. But I hope that you will send me an order, even if only a small one, for trial.

The Commonwealth of Massachusetts

Department of Education

Massachusetts Agricultural College, Department of Pomology

Amherst, Mass., Jan. 27, 1925.

Mr. C. S. Pratt, Athol, Mass.,

Dear Friend Pratt:—

I have your catalogue with the check for health, wealth and prosperity and certainly am very much obliged to you for it and hope you may have equally good success. I am sorry to hear that you had that accident with your hand, which is certainly a serious matter, but hope you will be able to keep things going with one hand and shall expect you to do better with one than most others do with two. You have certainly done a fine work in the strawberry business and we all appreciate it.

With best wishes, yours very sincerely,

F. C. SEARS, Professor of Pomology.

Our plants are the highest standard reached. It is useless to look further, for better plants cannot be found.



FOLLOW THE CROWD

We guarantee all plants furnished by us to be found true to name, delivered in good condition when shipped.

We do not guarantee stock to grow, or results in any way. No complaint will be entertained that is not made immediately upon receipt of stock.

There are so many causes for failure over which we have no control that we can assume no responsibility after stock is delivered in good order. Poor soil, unfavorable weather, ignorant or careless culture — all contribute to failure and are beyond our control.

The best time to set plants is when the soil will crumble behind the plow. Set as early as you can; work the soil. One of the best crops of berries I ever got was taken from a bed that was set the 30th of May; it was wet land and could not be set earlier. You can set strawberries any day in the year but Sunday, if the ground is not frozen.

An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.



Don't be an average strawberry grower.

Don't be an average in anything.

Don't stay in the average class.

An average man never rises above the level of the masses.

Buy the best and grow them in the best way and get the best prices and enjoy the strawberry business and make money.

"I have a part of the world's work to do,
So have you.

The task is so great that I'll never get through
Nor will you.

So I'll keep myself busy with deeds kinds
and true

And make the world better and happier, too.
Now will you?"

"The man who has a thing to sell,

And goes and whispers it down a well,

Is not so likely to collar the dollars

As he who climbs a tree and hollers."

I have climbed the tree.—C. S. PRATT.

Old folks, young folks, tall folks, short folks, fat folks, thin folks, big folks, little folks, wise folks, simple folks, homely folks, handsome folks, folks who can sing and folks who can't, folks who like Choice Berries, and folks who don't — all are cordially invited to try some of Pratt's Plants this season. Our trade is gaining every year. Our motto is "Excelsior"; so please pass this motto on. Tell everybody whom you meet about it. 'Phone everybody you don't meet about it, and bring your husbands, your wives, your sons, your daughters, your fathers, your mothers, your sisters, your brothers, your aunts, your uncles, your nieces, your nephews, your friends and your neighbors. **Remember all roads lead to Athol, Mass., where they grow Good Plants.**



A cheap article is seldom good,
and a good article is never cheap.
It is not what you pay for what
you get, but what you get for
what you pay.

You have taken the trouble to turn this page upside down, to read this notice! Now, Gentle Reader, you may turn the Catalogue around and read all I have to say, about the Early Davis.

Miss Helen A. Collins

Born in

Portsmouth, N. H.

May 20, 1845

Charles S. Pratt

Born in

Boston, Mass.

October 14, 1847

Married February 22, 1876

at Newton Centre, Mass.

STRAWBERRY PRATT

"My Little Wife and I"

We have plodded on for mayn a year
Through shadow, sun and storm;
It's been hard sometimes to find the coal
And wood to keep us warm;
It's been hard to fill the larder
And pay the business bills,
And smile "the smile that won't come
off"

In face of all life's ills.
But we know there sleeps a rainbow
In every clouded sky,
So we stuck it out together
My little wife and I.

We had a kind of feeling
That the road might take a turn;
That life might have some lessons
'Twould be valuable to learn;

That trial and perplexity,
Like roots beneath the snow,
Might fruit in harvest blessing
When time had let them grow.
It seemed like good philosophy,
And worth our while to try,
And we've worked it out together,
My little wife and I.

We are facing toward the sunset,
God's promise in the west,
And the path ahead is shining
With plenty, peace and rest.
Well fixed? sure thing! why, bless your
soul,—

This world and next one too!
For while this life is well nigh spent,
There's another life in view;
And we'll find our heaven of happiness
In a Glory Land on high,
When we've lived it out together,
My little wife and I.

Mrs. E. K. Holt.

MY CREED

To do the right thing at the right time, in the right way; to do some thing better than it was ever done before; to eliminate errors; to know both sides of a question; to be courteous; to be an example; to work for the love of working; to anticipate requirements; to develop resources; to recognize no impediments; to master circumstances; to act from reason rather than from rule; to be satisfied with nothing short of perfection.

You can
count them
on three
fingers



Howard
GOOD

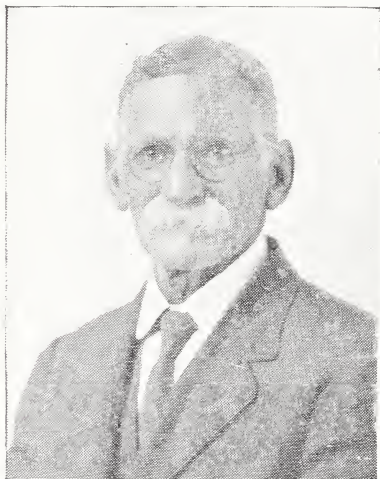
Early Davis
BETTER

1st Quality
BEST

Go East, go West, go where you may, you cannot find three better berries for a beginner. They are all sure croppers, and will throw out **quarts, quarts, quarts,** for the grower.

Isn't it the most practical and reasonable thing in the world that every one should place their orders where they get the greatest value for the money invested?

Remember my plants are delivered right at your door at the prices named, in lots up to 1,000.



This is Pratt!

Strawberry Pratt

Charles S. Pratt, Athol, Mass.

Pratt is not good looking, but his Plants are; and they are better than they look—so is Pratt!

Pratt is good natured; you will be too if you trade with

Strawberry Pratt

Left hand signature

A LIVE TOWN IS ATHOL

A GOOD Town to Live in or Do Business In. Delightfully and healthfully located among hills, woods and valleys. Population about 11,000. Admirably equipped public schools. Railroad connections in all directions and by trolley cars East and West—80 miles from Boston, 40 from Springfield, 40 from Worcester.

A large manufacturing center, employing over 4,000 people.

Best fire department of any town of its size in the state.

Superb drinking water piped from reservoirs up in the

fresh and breezy Highlands. A Carnegie Library of

18,000 volumes. Active and Efficient Board of Trade.

Banking facilities meet every need. Two National

Banks with resources of over \$3,500,000. Savings

Bank deposits \$7,000,000. Cooperative Bank with

assets of \$700,000 and shares over 8,000. Post-office

housed in a \$100,000 edifice and adequately equipped.

Largest and best equipped stores in Western Massachu-

setts, bringing trade from 20 miles around. Police, Electric

Lighting, Sanitary and Sewer Systems excellent in every

way. Churches, representing almost every denomination,

and admirably housed; works of charity unceasing. Splen-

did Young Men's Christian Association building, and an

efficient corps of workers. Three energetic Weekly

Newspapers and Health Monthly. Best Moving Pic-

ture Theaters in the section. New \$300,000 stone

and brick Town Memorial Building now in process of

erection. A new \$60,000 stone and concrete bridge

recently completed. Social and fraternal clubs and

societies make for a delightful air of hospitality and

good cheer. Ample room for new homes. Three

first-class hotels and other smaller ones. Electric

street and building lighting highly developed and

efficient. Brick and macadamized streets, roads,

and sidewalks. Most perfectly equipped Fair

Grounds and pleasure resorts in the section.

Attract 15,000 to the Annual Fair. Town valuation

over \$8,000,000 and tax rate averaging low.

Telephone exchange has 800 lines and reaches

every section, with over 2,000 subscribers. Prompt

and efficient freight and express connections.

\$3,000,000 subscribed to

aid the Government in

the Great War crisis.

THIS IS ATHOL
*A Town for Homes
for Business, for Health
for Happiness*



C.S. Pratt Co.

**ATHOL
MASSACHUSETTS**



GRANDPA'S COOPER